



# EMMA WYNNE

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I'm on the hunt to help grow an innovative business that inspires me daily, challenges me to think differently, and pushes me to be better than I was the day before. With over 8 years experience in marketing and advertising and the last two years travelling and building my own brand (completely organically), I've realised my love for performance marketing and high growth startups and I'm ready for my next adventure.



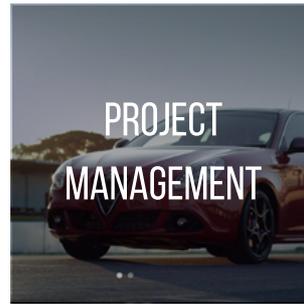
## KEY SKILLS



Paid acquisition (Google ads + paid social)  
Organic acquisition (SEO + content + social media)  
Conversion strategy and optimisation  
B2B sales & strategic partnerships  
Brand + communications strategy



Social media advertising & mktg (FB, IG, Pinterest & Twitter)  
Social video production  
SEO strategy & implementation  
Website development (WP)  
Data analysis & reporting (via Google Analytics)  
Marketing automation (Hubspot)  
Email mktg & database growth (Mailchimp + Campaign Monitor)

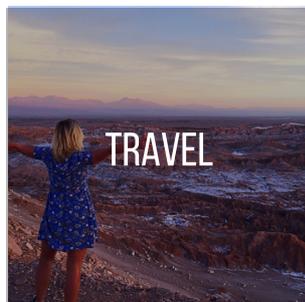


Campaign & proposal dev  
End-to-end campaign mgmt  
Budget & financial mgmt  
Creative production & distribution  
Relationship development & mgmt (internal & external stakeholders)



Management of direct reports  
Leadership of peers & teams  
Keeper of all things 'Culture'

## THINGS I LOVE



Since I started travelling at 19 I've visited every continent and over 40 countries. I'm looking forward to exploring Europe again while living in London.



Fun fact, I was actually on an Australian cooking show about 3 years ago. I am obsessed with good food and wine. And being from Melbourne, luckily it's all around!



One of my goals for the year is to read more professional development books. But we all know these can be a little dry. My new found love of audible is helping me speed through them... If only they would improve their UX!



While away on my whirlwind trip around South and Central America I spent two months intensively learning Spanish. I'm a conversational speaker, always up for a sassy Spanish conversation.

**EXPERIENCE    MARKETING MANAGER | START DESIGN LONDON****MAY 2018 - PRESENT****KEY RESPONSIBILITIES**

- Development and implementation of content marketing strategy + managing production
- Management and optimisation of current acquisition channels (Google Ads + LinkedIn + database + SEO)
- Implementation + testing of new acquisition channels (Facebook + Instagram + Medium + display + referrals/ backlinks)
- Assisting sales in conversion of leads through marketing automation and outbound sales campaigns
- Ongoing analytics + reporting (Google Analytics + SEMRush + Hubspot)
- Management of PR agency + ongoing partnerships
- In the first three months, I've grown web traffic to all time highs and have achieved the first SQLs from inbound marketing.

**EXPERIENCE    FOUNDER | SCRIMPSPLURGETRAVEL.COM****NOV 2016 - FEB 2018**

I've spent 16 months exploring South and Central America. While I was travelling I started my own website to amplify my marketing skills - [scrimpsplurgetravel.com](http://scrimpsplurgetravel.com).

**KEY ACHIEVEMENTS**

- Grown traffic to over 16,000 monthly page views
- Grown Social Media following to over 55,000
- 45% of articles on the first page of Google with highest traffic sources being organic and Pinterest
- Mastered WordPress and basic coding
- Implemented affiliate marketing and Google AdSense as viable revenue streams
- All achieved with \$0 marketing budget

Full stats can be found at [scrimpsplurgetravel.com/media-kit](http://scrimpsplurgetravel.com/media-kit)

**EXPERIENCE    SENIOR DIGITAL MARKETING MANAGER | THEURBANLIST.COM - STARTUP + AUSTRALIA'S ANSWER TO TIMEOUT****FEB 2015 - NOV 2016****KEY RESPONSIBILITIES**

- Continual development and growth of The Urban List's social media strategy (paid, earned, owned), across all social channels: facilitating exceptional social content creation, and maximising audience acquisition and community engagement.
- Driving audience development, and increasing engagement, frequency of visitation and retention across all platforms (site, social, SEO, email, mobile/desktop, etc).
- Development and implementation of quarterly strategic marketing plans and end-to-end management of the Melbourne marketing budget
- Data analysis and reporting to help achieve business targets.
- Directly developing strong, strategic relationships with brands and media agencies, fostering loyalty and increasing market share. Including sales of content marketing campaigns.
- Collaborating with content and sales to ensure the delivery of industry-leading campaigns for all clients – from SMEs to multinational brands and media agencies.
- Management of three direct reports and leadership within the wider marketing team as well as the Melbourne content team

**KEY ACHIEVEMENTS**

- Assisted in growing from 20,000 readers, 3 cities and 15 employees, to the top lifestyle publication in AU
- Drove traffic growth of over 12,000% (2.5+ mil), Facebook growth of over 4,000%, Email database growth of over 1,500%, Instagram growth of over 3,000%.
- Consistently hit weekly, monthly and yearly growth KPIs
- Developed and implemented national social media strategy, national automated sales CRM strategy and internal systems and processes to ensure client campaigns were effective and profitable.
- Pitched to, and managed multiple successful branded content marketing campaigns with top tier brands like Peroni, Emirates and Tourism Victoria.

**EXPERIENCE**    **CONTESTANT | MY KITCHEN RULES AUSTRALIA****AUG 2014 - FEB 2015**

Well, this was an interesting 6 months. Moved to Sydney, competed against 17 other teams for the chance to win \$250K by cooking and attending dinner parties all around the country - think 'Masterchef' X 'Come Dine With Me'. All broadcast to over 1mil+ Aussies, 5 nights a week. While it's not directly related to my career, I definitely learned how to manage stress, adapt quickly, think fast, be creative and to never give up.

**EXPERIENCE**    **SENIOR INTEGRATION MANAGER | CUMMINS & PARTNERS CREATIVE ADVERTISING AGENCY****OCT 2011 - AUG 2014**

I started at Cummins & Partners in their first year of operation. We were a small startup with less than 20 staff. As one of the earliest members, I assisted in growing the agency to one of the best in Australia. Working on award-winning campaigns for Fiat Chrysler, British Paints and Fonterra. Including new product launches and re-invigorating the Jeep brand in Australia. In my time at Cummins & Partners, we won Emerging Agency of the Year (2011), B&T Agency of the Year (2012), Campaign Asia Agency of the Year (2012), AdNews Agency of the Year (2014) and two Silver EFFIES for the 'I Bought a Jeep' campaign.

**KEY RESPONSIBILITIES**

- Development of communications campaigns from initial brief, to strategy, creative and production.
- Building strong and successful brands.
- Aiding Fonterra with NPD. Including brand strategy, communications strategy, packaging design and project management from concept to product on-shelf.
- Project Management liaising with internal and external departments, developing accurate and realistic creative, print, digital, production and other briefs, estimates, timelines, project plans and result reporting from initial brief to project launch.
- Coordinating day-to-day agency activities to ensure client projects are delivered at high quality, on time on budget and exceeding expectations.
- Creative assessment ensuring campaigns will motivate consumer action & meet marketing objectives.
- Maintaining strong relationships with clients and internal creative teams to ensure the smooth running of highly successful accounts.

**EXPERIENCE**    **DIRECT MARKETING ACCOUNT MANAGER | CLEMENGER PROXIMITY****OCT 2010 - OCT 2011**

Clemenger is one of Australia's most prolific creative advertising agencies. As one of the key client leads on the Mercedes Benz CRM business I was able to hone my direct marketing experience amongst the best in the business. While there I completed the ADMA Multichannel Direct Marketing Certificate and led key national CRM campaigns. From strategic development of CRM programs to attract and retain customers to the creative development and production of EDM and DM communications to their numerous drivers and prospects, this was a fantastic learning experience in traditional CRM methodology.

**KEY RESPONSIBILITIES**

- Working in conjunction with strategic and creative departments to develop direct marketing campaigns.
- Monitoring campaign results while testing and optimising to find ways to improve current campaigns.
- Working with tight budgets to achieve the best results the client and the agency.
- Liaising with and briefing data agency to make sure the right customers receive a communication piece.
- Liaising with and briefing list brokers to ensure the right prospects receive a communication piece.
- Thorough knowledge of Client's business.
- Comprehensive financial management of accounts.

**REFERENCES**

Jess Hackett - Head Of Marketing At Side Kicker (formerly The Urban List) - email: [jhackett@live.com](mailto:jhackett@live.com)  
Madga Triantafyllidis - Managing Partner At GTB Creative Agency - email: [magdalina.triantafyllidis@gtb.com](mailto:magdalina.triantafyllidis@gtb.com)